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Essentials of Marketing

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Organic Valley Commercial thoughts

After watching the commercial I can assure you that I have been convinced to switch brands of milk when needed. Some of the feelings that I experienced during the short commercial were compassion and empathy for the animals, especially when they showed the cows running around the nice extended green grass, I felt so much joy for them. In an economy that it is mostly preoccupied on consuming and making the most money, we sometimes tend to be selfish and forget that planet Earth isn’t only ours but it is a community place shared with other animals and species. This commercial did a good job of sending that message of reminding consumers how important it is to be conscious when purchasing products that come from animal precedence. Aside from the importance of the well-being of the animals, they also focused on how their process also benefits family farms and they are a great option for people that are looking for more natural food, free from chemicals and hormones.